GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2744
ANSWERED ON:11.12.2006
URDU CHANNEL
Lagadapati Shri Rajagopal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan have recently launched an exclusive Urdu channel;

(b) if so, the airtime allocated to this channel;

(c) the details of content in the channel;

(d) whether most of the cable operators are not showing the Urdu channel;

(e)if so, whether the Government is considering any plan to make the broadcast of this channel compulsory for all cable operators; and

(f) if so, the details thereof and the time by which it is likely to be implemented?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c): Prasar Bharati has informed that Doordarshan has recently launched an exclusive Urdu channel which contains programmes relating to culture, heritage, literature, entertainment, information and education etc.The airtime allocated to this channel is as under:

(i) 7.00 a.m. to 11.00 a.m.

(ii) 12.30 p.m. to 4.00 p.m.

(iii) 7.00 p.m. to 11.00 p.m.

(d) to (f): As on date the Urdu channel has not been notified for compulsory transmission by cable operators in their networks. There is a suggestion to make Urdu channel compulsory for all cable operators to telecast. However no time frame can be given.